

got milk?



REC'D

December 2004

Dear Educators and Coaches:

America's Milk Processors (the folks who bring you the "got milk" and Milk Mustache ads) and USA TODAY are pleased to bring you the 8th annual "Scholar Athlete Milk Mustache of the Year" (SAMMY 2005) Award Program.

As in previous years, the program is joined by four education partners: the American Association of School Administrators, the National Association of Sport and Physical Education, the American School Counselor Association and the National School Public Relations Association.

The purpose of the SAMMY 2005 Award Program is to recognize outstanding scholar athletes in grade 12 from high schools throughout the contiguous United States. An athlete from your high school could be one of the 25 winners who will each receive the following:

A \$7500 college scholarship from Milk

An invitation for winners, parents and/or guardians to attend a SAMMY 2005 weekend at the Disney World Complex in Orlando, FL scheduled for June 24-26, 2005

An opportunity to be pictured in a special congratulatory Milk Mustache ad in a June 2005 edition of USA TODAY and other national magazines

From now until March 4, 2005, teachers, coaches, principals, guidance counselors, athletic directors, parents, and relatives are encouraged to nominate a student athlete for the SAMMY 2005 Award. Additionally, all high school seniors are allowed and encouraged to nominate themselves for the SAMMY 2005 Award.

Judging of the nominees will be based on five criteria: academic performance (35%), athletic excellence (35%), leadership (15%), community service (10%) and milk experience (5%). Preliminary judging will be conducted by a qualified group of educators and coaches who will select 75 finalists. A panel of celebrity athletes from the Milk Mustache campaign will then choose the twenty-five (25) winners.

Enclosed in this packet are a poster for placement in your school and a SAMMY PR kit with step-by-step instructions for obtaining publicity exposure for your school and top athletes.

Please Note: SAMMY 2005 applications will only be accepted online at www.whymilk.com until March 4, 2005. For official rules visit www.whymilk.com

We thank you in advance for your participation in this exciting program. We look forward to your support and involvement and kindly ask your assistance in generating nominations. If you have any questions about the SAMMY program, please visit us at www.whymilk.com

Kurt Graetzer
Chief Executive Officer
Milk Processor Education Program

Melissa Snyder
Vice President
USA TODAY

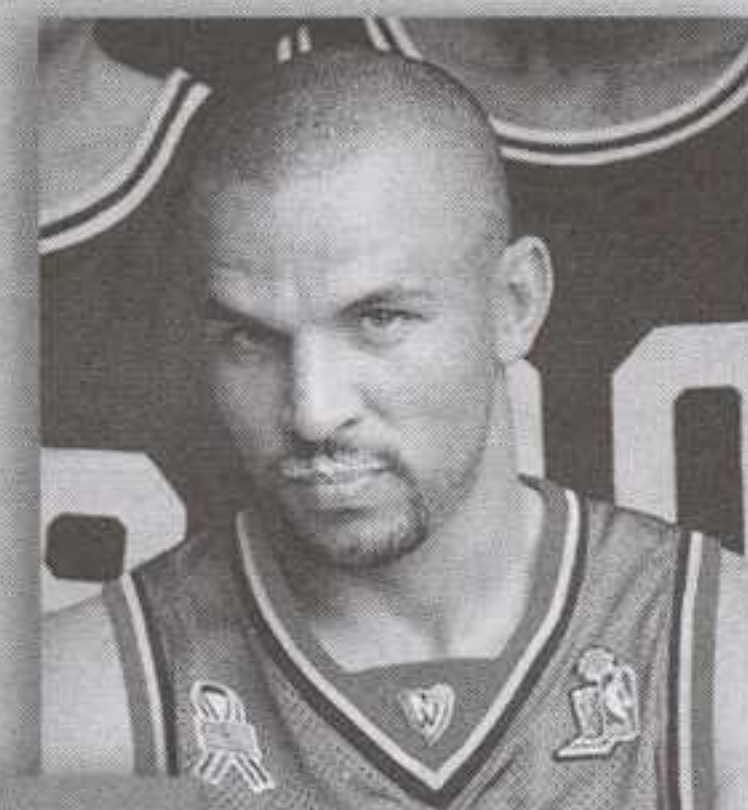
P.S. Check out the 25 SAMMY 2004 winners – a copy of the winners' ad is included in this package.

Scholar Athlete Milk Mustache of the Year Award

are you game?



got milk?



Public Relations Kit

Section One: Communicating SAMMY, Promoting Your School

The Scholar Athlete Milk Mustache of the Year (SAMMY) Award Program provides high school scholar athletes in grade 12 with the opportunity to earn college scholarships. But it also gives schools the chance to demonstrate their successes to the community. The latter comes when educators take advantage of the public relations opportunities with SAMMY. Plus, promoting school nominees from this year's program helps to alert potential nominees to the opportunity for future years.

The purpose of this booklet is to provide ideas and sample materials to create awareness of SAMMY among scholar athletes and the people closest to them, and to demonstrate the success stories in our schools. Educators should be able to easily adapt these materials to build powerful communication programs.

Creating Awareness Among Scholar Athletes

Obviously, students must know about SAMMY before they can apply. They are your most important audience in the nomination process. The school that have helped.

When Your Nominees Are Known

Your school's nominee(s) are examples of what's right with education. They have succeeded in academics, athletics, service and citizenship. There are numerous ways recommended in this booklet to demonstrate to your community their achievements.

Using This Booklet

When your school becomes involved in SAMMY, find someone to be in charge of the public relations aspect and give him or her a copy of this booklet. That might be a teacher, coach, parent volunteer, or even your high school journalism class. Encourage them to review all the ideas and sample materials with this question in mind: Which of these ideas can work for us? Then adapt the appropriate items and implement them.

Help From the District Office

Many school districts have a public relations professional on staff who can assist with these activities. Find out if your district does and set up a meeting to discuss SAMMY. That individual most likely is involved in publications, Web sites and works with the news media.

Keep Good religious leaders. Any of them might alert a potential national winner to SAMMY or nominate a scholar athlete.

Section Two: Ideas That Can Work for You

There are numerous communication ideas that can be effective in promoting SAMMY. These suggestions are broken down into three phases: Gaining Nominees, Recognizing School Nominees, Recognizing Regional Finalists or National Winners.

Gaining Nominees

- Alert teachers, principals, guidance counselors, coaches and other school personnel about SAMMY at a staff meeting; encourage them to nominate students and tell students about the program.
- Make frequent announcements over your public address system (samples enclosed).
- Urge your school newspaper staff to run an article about SAMMY (sample enclosed).
- Run an article in your school newsletter, PTA/PTSA newsletter, and booster club newsletters (sample enclosed).
- Write a letter or make a phone call to community members who deal with students, i.e., religious leaders, Boys and Girls Club personnel, Scout leaders, etc. Seek an article in any publications they may have.
- Ask the newspaper staff to run the sample advertisement on the program.
- Hang the poster in a prominent location for students to see.
- Talk about SAMMY at PTA/PTSA meetings, back-to-school nights, new parent meetings, booster club meetings, and other parent gatherings.

- Promote SAMMY on your school's video message board or marquee board.
- Promote SAMMY at assemblies.
- Inform student council and club officers and urge them to share the information.
- Urge coaches to promote the program at initial meetings with athletes.

Recognizing School Nominees

- Adapt the sample news release and distribute it to all news media serving your community, especially newspapers and radio stations.
- Offer the news release to any organization in your community that is concerned with youth and publishes a newsletter.
- Adapt the newsletter article for your school newsletter and school system newsletter. Also, include it on Web sites. Ask your PTA/PTSA, booster clubs and other parent groups to include it in their newsletters.
- Take your nominees to a civic club meeting and introduce them to these community leaders, i.e., Kiwanis, Rotary, Women's Guild, etc.
- Seek recognition at a school board meeting.
- Ask the school newspaper staff to use the sample news release or run a longer feature on your nominees.
- Include your nominees in the school's awards assembly and similar events.
- Recognize the nominee(s) over the public address system (*sample script enclosed*).

- Feature a photo of your nominees in the school yearbook.

Recognizing Regional Finalists, National Winners

If one of your students is a regional finalist or national winner, much of the publicity will be handled by the program. However, review the ideas above and determine whether any of them should be repeated with the additional honor. Also, look for ads recognizing the winners in publications such as USA TODAY and display those ads in your school.

are you
game?



got milk?[®]

Section Three: Samples That You Can Use

All samples in this section should be reviewed carefully and adapted so they work well for your school. Do not be afraid to make changes. Anything that you must change appears in boldface type.

In using the news releases, consider these guidelines:

- Make quality copies on your school letterhead and fax, mail, or deliver the release to daily and weekly newspapers and radio stations in your community. Disseminate the release to all media at the same time, so you are not accused of playing favorites.
- Newspapers have a unique style. For example, months are abbreviated when used in a complete date, but spelled out when standing alone. Titles are capitalized if used before a person's name and lower-case if following a name. These samples are written in that style. If you have questions about newspaper style, refer to the Associated Press Stylebook, which should be available in your local library.
- Be sure to have a contact name (your name) and phone number for further information. If a reporter likes your story but has one question, having this information could mean the difference between publication and the trash can. Usually, the contact information appears at the top of the release.
- Releases should be double-spaced (the samples are single-spaced to save space). This allows reporters to make changes and notes on the release; plus, it's easier to read.
- Use an individual's first and last names (middle initial if desired) the first time that individual is mentioned and only the last name with each subsequent mention.
- If the release is more than one page, each page except the last one should have "more" centered at the bottom. This indicates there's more to the release.
- Use either of the following symbols at the end of the story:

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-30-

Sample PA Announcements

(There are two announcements here to alert people to the program and one to recognize school nominees.)

PA Announcement #1

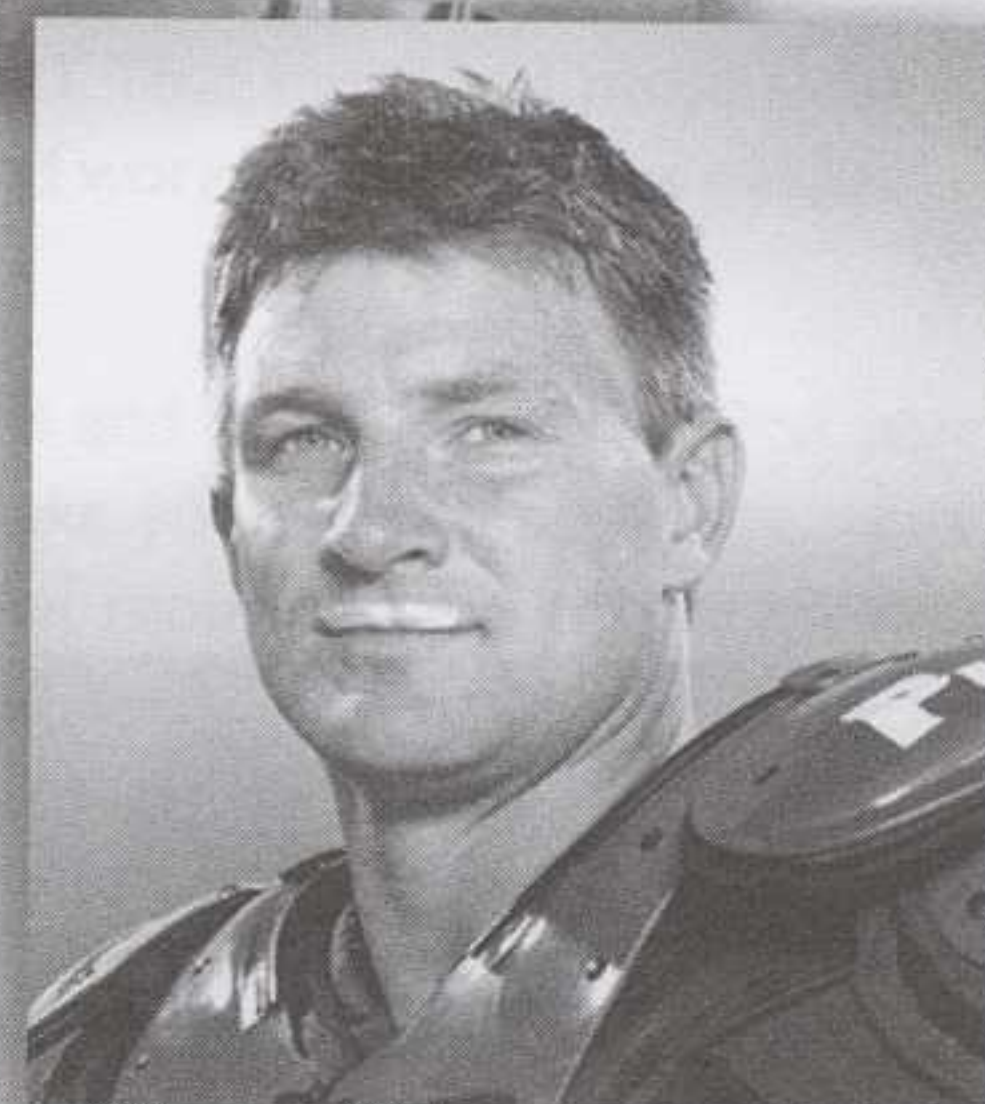
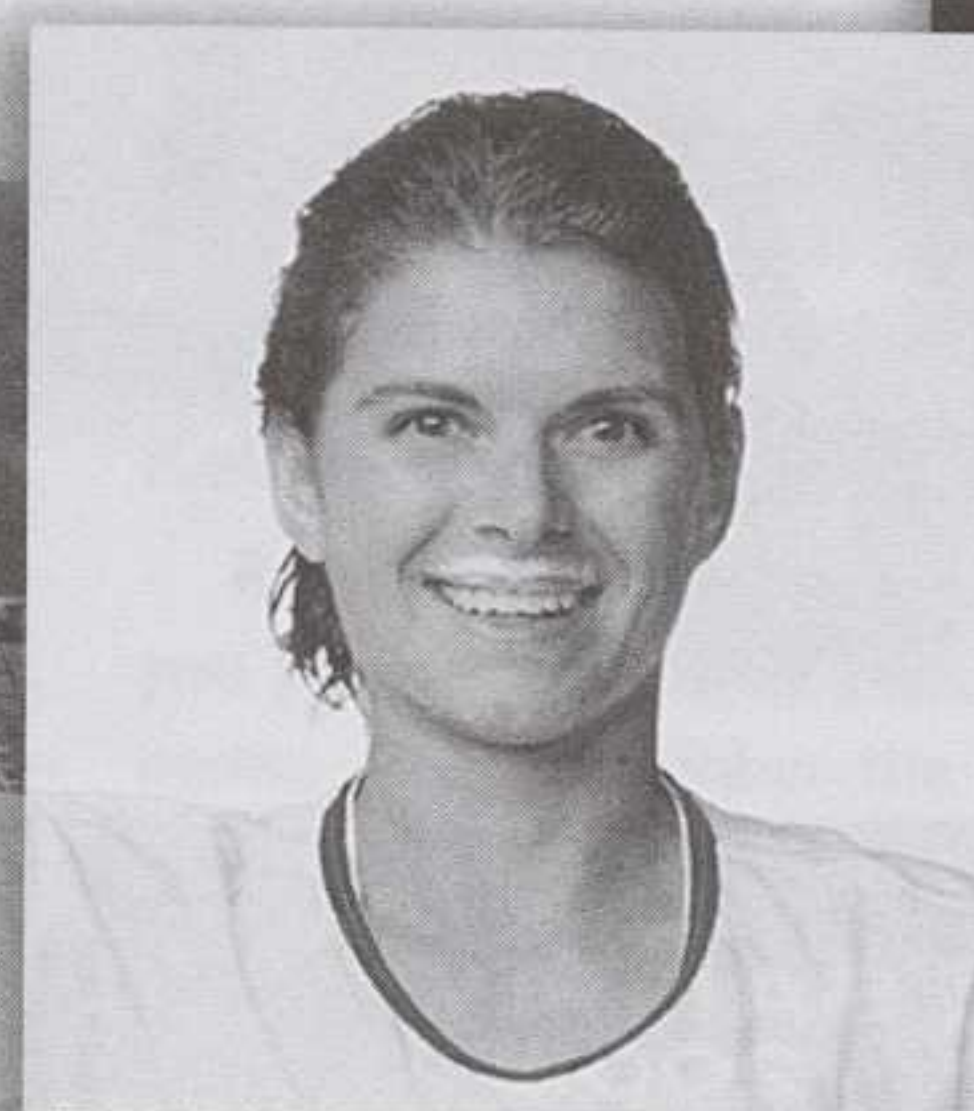
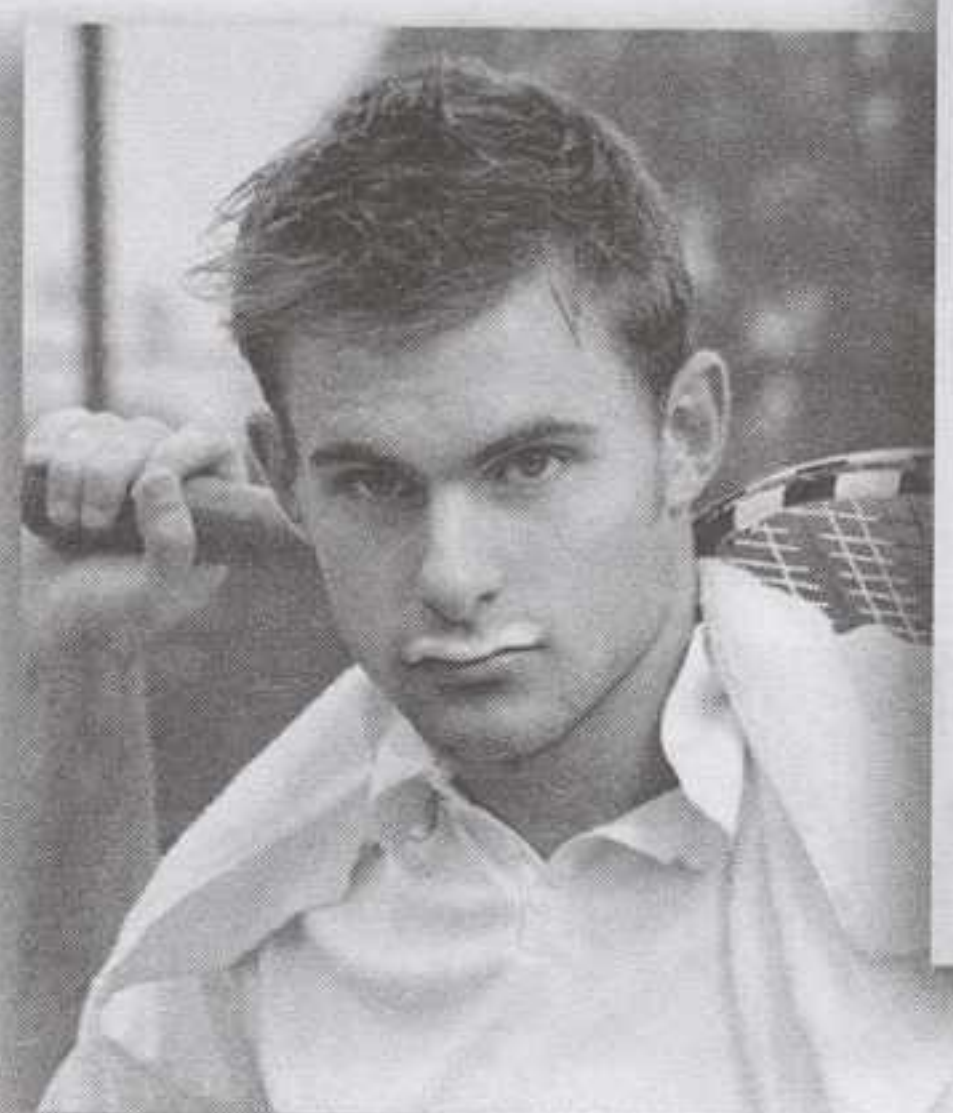
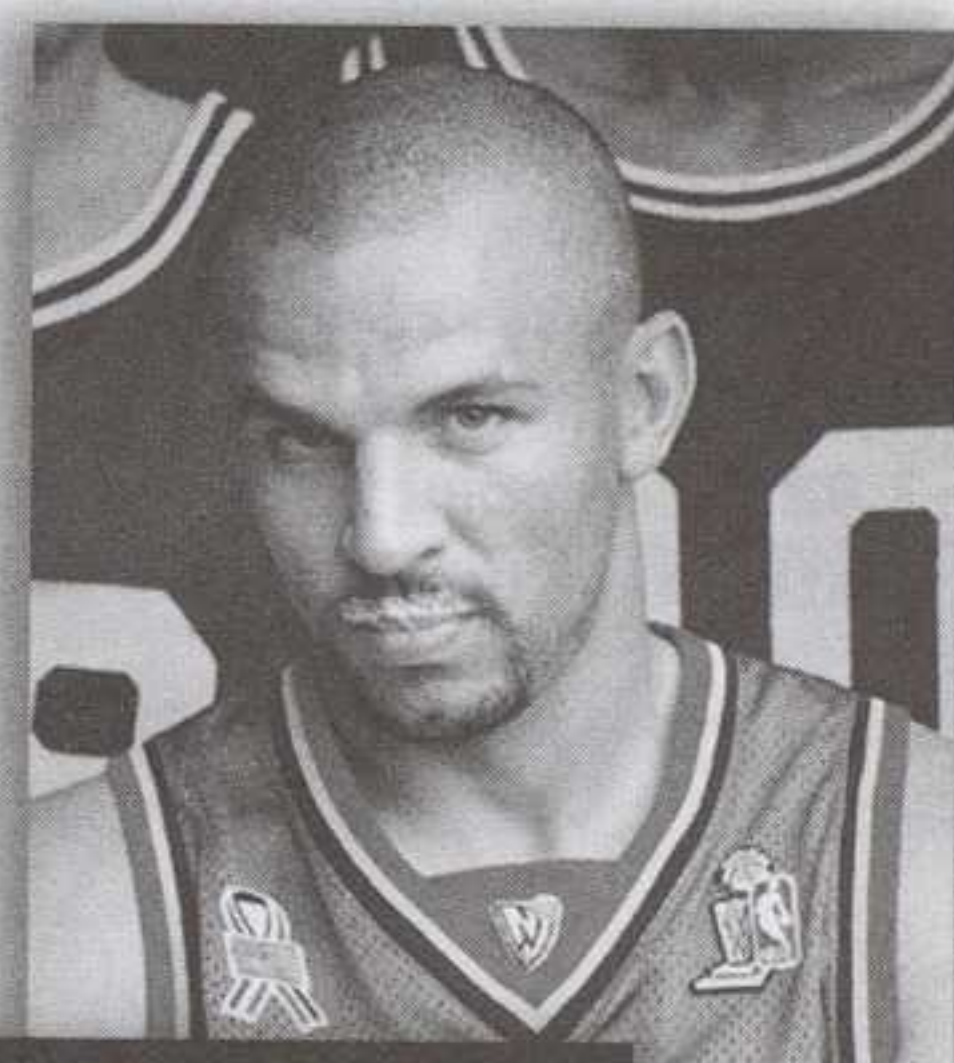
Scholarships of \$7,500 await 25 outstanding scholar athletes in grade 12 nationwide. If you are a star both in the classroom and on the field, the Scholar Athlete Milk Mustache of the Year Award Program may be for you. To find out more, go to www.whymilk.com. Deadline is March 4, 2005.

PA Announcement #2

Would you like to see your photo in a national publication? That honor awaits 25 of the nation's top high school scholar athletes in grade 12 in this year's Scholar Athlete Milk Mustache of the Year Award Program. Also the 25 outstanding scholar athletes will each receive a \$7,500 college scholarship. To find out more, go to the Milk Web site at www.whymilk.com.

PA Announcement #3 (To recognize school nominees)

Congratulations to senior **Student's Name** for being named **Sunnyside High's** Scholar Athlete Milk Mustache of the Year Award Program nominee. **Name** has excelled in varsity **soccer** and **basketball** and maintained a **3.75 gpa**. **Name** will now compete in regional competition.



Sample News Release on School Nominees

(This release can be adapted if a school has a regional winner.)

Don Ferguson, senior, Sunnyside High School, has been nominated as an outstanding scholar athlete in the 2005 Scholar Athlete Milk Mustache of the Year Award Program. He will now compete in regional and national competition.

This is the eighth year of the SAMMY program, developed by the Milk Industry to promote education as well as good health. The calcium in milk is important for teens to help bones grow strong during their formative years. Plus, the total nutrient package of milk provides 9 essential nutrients for active teens.

Twenty-five national winners will each receive a \$7,500 college scholarship, an all expense paid trip to a national recognition dinner, and coverage in a number of national publications. The program is sponsored by America's Milk Processors and USA TODAY.

"We are extremely proud of **Don**," said Principal **Jane Smith** or other appropriate school official. "He has not only excelled in academics and athletics, he has also been a school leader and very involved in community service. **Don** is a role model for all teens."

Ferguson has played **varsity football** for **three** years and was **team captain** and an **all-conference performer** this year, a **two-year starter** on the varsity basketball team, and a distance runner on the **track** team. He also has maintained a **3.98** grade point average and is **president of the school's National Honor Society** chapter.

Sample Newsletter Article

Sunnyside High School congratulates **Seniors Don Ferguson** and **Christine Cafferelli** who recently were nominated to participate in the Scholar Athlete Milk Mustache of the Year Award Program. The program is designed to recognize students who are outstanding scholars and athletes and who also demonstrate leadership skills and are involved in community service.

Sample Ad-Ready to use

Scholar Athlete Milk Mustache of the Year Award

For complete rules, information and to fill out an online application form, please visit

www.whymilk.com



\$7,500 for
college.

are you
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INTRODUCING THE 2004 SAMMY WINNERS

The Milk Mustache Campaign
is pleased to introduce the
"Scholar Athlete Milk Mustache of the Year"
SAMMY 2004 Winners

The results are in... pictured here are the 7th annual
"Scholar Athlete Milk Mustache of the Year" award
winners. SAMMY 2004 recognizes outstanding scholar
athletes in grade 12 from high schools throughout
the contiguous United States.

Judging is based on academic performance, athletic
excellence, leadership and community service.
A panel of celebrity judges from the Milk
Mustache Campaign—pictured to the right—
chose the twenty-five (25) winners.

Each scholar athlete receives a \$7,500 college
scholarship, an invitation to attend an awards
weekend at **Disney's Wide World of Sports®**
Complex, and the opportunity to be pictured
in national publications including USA TODAY
and other national magazines.

America's Dairy Farmers and Milk Processors
salute these outstanding scholar athletes and look
forward to introducing the SAMMY 2005
winners next year.



Milk is the Official Sports Training Fuel for
Disney's WIDE WORLD OF SPORTS Complex



Kristin Elizabeth Allen
Longview, Texas
A+ average, National Honor
Society Student Council and
Class representative
Basketball, Softball, Volleyball,
Cross Country
Cares for Kibbles volunteer
Louisiana Milk volunteer



Joseph E.T. Salas
Brighton, Colorado
A+ average, National Honor Society
Student Council President, Class
Secretary, Newspaper staff
Swimming, Cross Country,
Tennis, Wrestling
Homesite student volunteer
Volunteer sports coach, 4-H volunteer



Starnon Burgeson
Minnetonka, Minnesota
A+ average, National Honor Society, PH
State High School League Distinguished
Academic Achievement Award
Track, Cross Country,
Nordic Skiing, Triathlon
Elementary school tutor, Volunteer
coach for local youth running group



Claire Berby
Dorver, Maryland
A+ average, National Honor Society,
Maryland Distinguished Scholar, President,
Yearbook Editor in Chief, Class President
Softball, Track, Soccer
American Cancer Society Relay
for Life volunteer, Church work
camp volunteer



Lauren Marie Bots
McCool Junction, Nebraska
A+ average, National Honor Society,
Class Vice President, Student Council Vice
President, Class Vice President
Basketball, Softball, Track, Cross
Country, Cheerleading, Dance Team
Original Five/Inner Bull Dog
American Cancer Society Relay for
Life volunteer



Paul G. Cornill
Conrad, Montana
A+ average, National Honor Society, Student
Council Treasurer, Student Council
President, Track, Wrestling
Community service volunteer
Hanging horse volunteer
Sunday school aide



Kristin D. Charlier
Lafayette, Wisconsin
A+ average, National Honor
Society, Student Council
President, Class President
Basketball, Softball, Track,
Cross Country
Youth Baseball Camp volunteer
Bible School teacher and volunteer



Kristen Dorrweiler
Hartline, Washington
A+ average, National Honor
Society, Student Council
President, Newspaper and
Yearbook staff
Basketball, Track, Volleyball
Church program teacher
Winter League volunteer



Amanda Dyl
East Greenwich, Rhode Island
A+ average, National Honor Society,
Newspaper Editor in Chief, Class
representative, Yearbook Club
Head Team
Track, Field Hockey, Swimming
Food Bank volunteer, Volunteer swim
coach, Special Olympics volunteer



Robert J. Gruta
Batesville, Indiana
A+ average, National Honor Society,
Student Council Vice President,
Newspaper Editor in Chief
Track, Swimming, Cross Country
American Cancer Society Relay
for Life volunteer, English as a second
language tutor, Keweenaw volunteer



Alyssa Hampton
Pawnee, Missouri
A+ average, National Honor Society,
Class Secretary, Student Council
representative
Volleyball, Track
Student-Army volunteer, Church camp
kitchen volunteer, Adopt-A-Highway
volunteer, Nursing home volunteer



Allison Helen
Sage, Idaho
A+ average, National Honor Society,
President of French Club, National
English Team Award
Track, Cross Country
Special Olympics volunteer, Peer tutor
Soup kitchen volunteer, Community
Advisory Board member



Kelly Higgins
Wilmington, North Carolina
A+ average, National Honor Society,
Science Honor Society, English Honor
Society, Student Council representative
Volleyball, Soccer
Habitat for Humanity, American Cancer
Society Relay for Life volunteer



Trent Dee Holcomb
Napa, Oregon
A+ average, National Honor Society,
Class Vice President, Class Vice President
Basketball, Baseball, Football,
Tennis, Track
Children's sports program organizer and
volunteer, Youth basketball volunteer,
Soccer and football coach



Aid Khalil
Escondido, California
A+ average, National Honor Society,
President of the Young
Businessmen of America Club
Tennis, Soccer, Cross Country
Volunteer at daycare center for
disabled children, Pediatric Medical
Center volunteer, Camp volunteer



Cindy Lippitz
Birmingham, Alabama
A+ average, National Honor Society,
Student Council Secretary
Basketball, Track,
Volleyball, Swimming,
Cross Country Triathlon
MHS volunteer, Birmingham Youth
Service Corps volunteer, volunteer coach



John Phelan
Whiteland, Illinois
A+ average, National Honor Society,
Miss State Scholar, French National
Honor Society
Track, Cross Country, Wrestling
Niger Settlement Outstanding volunteer
Service Award, Public Action to Defuse
Service volunteer



Dan Nguyen
Phoenix, Arizona
A+ average, National Honor Society,
Deans' Student Council and
Class representative
Tennis
Library volunteer, Elementary
school tutor, Pajaro Pajaro
Celebration volunteer



Robert Cameron Parker
Las Vegas, Nevada
A+ average, National Honor
Society, Presidential Scholar
Semi-Finalist
Tennis, Varsity Chess
Committee member for a national
commemorating the 50th of a former
teacher killed in the 9/11 attacks



Joe Roy-Playman
Portland, Maine
A+ average, Class President,
National Merit Scholar, National
Honor Society, Math Team
Tennis, Track, Cross Country,
Indoor Track
Tennis math and reading at
a New Zealand primary school



Gayle K. Risholby
Melville, New York
A+ average, Co-President -
National Honor Society, Class
Secretary, Yearbook Editor in Chief
Basketball, Softball,
Swimming, Diving
Awards-winning facility volunteer,
Habitat for Humanity volunteer



Elaine M. Schaal
Saint Marys, Ohio
A+ average, National Honor
Society, Student Council
representative
Track, Swimming, Soccer
Elementary school tutor,
4-H Camp volunteer and coordinator
Volunteers with disabled children



Ryan Smith
Newport, Michigan
A+ average, National Honor
Society, Class Vice President,
Student Council Representative
Basketball, Baseball, Football
Special Olympics volunteer, Jefferson
Youth Baseball Camp volunteer and
volunteer, Season-Army volunteer



Amanda Stone
Fort Walton Beach, Florida
A+ average, Ranked No. 1 in class,
National Honor Society,
Class Vice President,
Student Council President
Soccer, Track, Cross Country
President and director of a
student mentoring program



Kimberly Elizabeth Trine
Albuquerque, New Mexico
A+ average, National Honor Society,
Student Council and class representative
Soccer, Football, Track,
Cross Country, Swimming
Habitat for Humanity volunteer,
Angel Tree Project volunteer,
St. John's Road Project volunteer



Want strong bones?
Milk's an excellent source of
Calcium. Drinking enough milk
helps keep bones strong.

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